



910-741-5000
Winston-Salem, N.C. 27102

FSC-414-C

October 12, 1994

TO ALL FIELD SALES PERSONNEL

**SUBJECT: CO-MARKETING PROMOTION ACCRUAL PROGRAM FIELD
BROCHURE "CREATING GREAT PROMOTIONS"**

In order to assist you in the planning and implementation of the Co-Marketing Promotion Accrual Program, please refer to the following brochure "Creating Great Promotions". This brochure, available to all levels of our Field Sales organization, was developed with a two-fold purpose: 1) provide an initial idea exchange of successful promotions and their principles, and 2) share basic Point-of-Sale techniques that may enhance our communication of Co-Marketing promotions to the consumer.

As mentioned in the September issue of the Sales Merchandiser, the ongoing communication of promotional ideas remains important to the future success of the Co-Marketing program. If you have developed a Co-Marketing promotion that was particularly effective at retail, please send specifics (preferably with color photo) to:

John Olenick, Sales Merchandiser Editor-10401
c/o R. J. Reynolds Tobacco Company
P. O. Box 2959
Winston-Salem, NC 27102-2959

Program contact: M. L. Buckler (1625)

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51844 9848

"We work for smokers."